

# HELENA CONVENTION VISITORS BUREAU

## **FISCAL YEAR 2008/2009 MARKETING PLAN**

*July 1, 2008 - June 30, 2009*

### **Purpose:**

*The purpose of the Helena CVB's FY08/09 Marketing Plan is to strengthen Helena's economy by promoting year-round sustainable tourism. This marketing plan will guide Helena's promotional efforts therefore increasing awareness of and visitation to Helena and the surrounding area. The Helena CVB will continue to seek out consumers of and partners for our tourism product to enjoy our cultural, historical and recreational adventures.*

### **Identity of Helena - as identified by the Helena CVB:**

*Strengths that distinguish Helena are:*

- **Abundant recreational opportunities** nearby, including fishing, hunting, hiking, camping, boating, skiing, biking, golfing and horseback riding.
- **Close proximity to recreational bodies of water;** Gates of the Mountains, Missouri River, Holter Lake, Canyon Ferry Lake, Hauser Lake, Spring Meadow Lake and Park Lake. Readily accessible public lands.
- **Historical opportunities** such as Montana Historical Society Museum, Original Governor's Mansion, Historical Mansion District, Reeder's Alley and close-by ghost towns. As well as the Gates of the Mountains, the Lewis & Clark Trail, Fort Harrison Military Museum, The Capitol Building, Historic Last Chance Gulch and Helena's Tour Train.
- **Cultural opportunities** such as Grandstreet Theater, Montana Shakespeare Company, Great Northern Carousel, Holter Museum, Myrna Loy Center for the Performing Arts, Archie Bray Foundation for the Ceramic Arts, Exploration Works Museum, Clay Arts Guild, Creation Arts Center, Saint Helena Cathedral, Helena Symphony and Chorale, Carroll College, "Live at the Civic" and other Civic Center events.
- **On-going seasonal special events** and attractions throughout the year such as; "Race to the Sky" Sled Dog Race, Mount Helena Music Festival, Last Chance Stampede & Rodeo, Governors Cup Race, Race for the Cure, Bluegrass Festival, Mount Helena Trolley to Trails Shuttle, Farmers Market, Western Rendezvous of Art, Downtown Helena's Art Walks and Wednesday's "Alive at Five", Wild West Fest, Symphony Under the Stars, Mondays at the Myrna, Helena's Last Chance Tour Train and many other regional athletic events.
- **Conveniently located between Glacier and Yellowstone Parks.**
- **Helena is Montana's State Capital.**

*Weaknesses and critical issues:*

- Limited convention and events facilities.
- Limited public transportation, both from outside as well as inside the city of Helena.
- High cost of airfare inhibits flexibility in travel for visitors.
- Lack of extended store, shopping and attraction hours to accommodate the tourist.
- Limited signage directing visitors to Helena attractions on interstate highways.

**Fiscal Year 08/09 Goals:**

- 1) Increase arrivals, length of stay and expenditures of Helena visitors by raising their overall level of awareness of Helena's historic, cultural and recreational attractions and activities.
- 2) Seek appropriate marketing opportunities and partnerships with other tourism organizations, events and activities. This includes supporting Helena's branding efforts.
- 3) Increase awareness in Helena's historic, cultural and recreational attractions among meeting and convention planners, helping them view Helena as a "see and do" destination.
- 4) Increase awareness of the convenient geographical location of Helena as it relates to Glacier and Yellowstone Parks thus encouraging visitors to the parks to take advantage of Helena as a travel destination.

**How this plan supports the Montana Tourism and Recreation Strategic Plan:**

***Statewide Strategic Plan Goal(s):***

**Goal 1:** Increase four-season tourism revenues statewide through effective marketing and promotions, focusing on high-value, low impact visitors.

**Goal 4:** Enhance and preserve Montana's culture and history (historic sites, museums, art, music, etc.)

**Goal 9:** Increase funding to maintain sustainable tourism and recreation.

**Goal 10:** Build an effective "team" to implement the Strategic Plan and report results.

***Statewide Strategic Plan Actions to Achieve Goals:***

*1.1 Implement highly targeted consumer advertising/promotion campaigns*

*1.1.a Expand partnerships with tourism business/attractions as co-op partners*

*1.1e Enhance tracking/reporting and ROI from CVB advertising*

1.2 Promote Montana to target groups/events, emphasizing off-peak season activities  
1.2 d Target travel media to increase visibility to Montana as a leisure travel destination

4.1 Promote existing historic/cultural assets for the enjoyment of residents and visitors  
4.1.b Develop artisan/craftsmen trails statewide to highlight history and culture

9.2 Foster opportunities to pool public and private marketing dollars

9.3 Enhance funding for region and CVB marketing efforts

10.1 Recognize Travel Montana as “team captain” to communication/coordinate regularly with partners.

10.2 Create public/private/tribal partnerships for cooperative project implementation

**Fiscal Year 08/09 Measurable Objectives based on Statewide Strategic Plan:**

- Leverage \$4 million in annual Travel Montana advertising expenditures into \$10+ million in media value.
- Increase the number of user sessions by 25% per year on Travel Montana and partner web sites.
- Conduct research annually to measure results of advertising and web marketing, and improvements in ROI.
- Statewide, generate publicity about Montana destinations worth an advertising equivalency of \$14 million annually.
- Clearly define marketing strategies, funding needed annually, and methods for measuring ROI.

**Target Geographic Markets:**

1) Based on inquiries from our marketing and advertising efforts, visitors to the Helena Chamber of Commerce Visitor Centers and subscribers to our gohelena.com on-line newsletter, the Helena CVB will target the following states and providences. These include Washington, Idaho, Utah, California, Texas, Arizona, Florida, Oregon, Illinois, Colorado, Minnesota, Alberta, and Saskatchewan.

**Target Demographics:**

A) *Travelers Visiting Family and Friends:* The most popular leisure travel purpose in Montana and nationally is visiting friends and relatives. These are adults 35+ years of age, traveling with or without children. They have a household income of \$60,000+; participate in scenic trips, photography, camping & hiking, wildlife viewing, skiing and snowmobiling. These travelers enjoy outdoor activities, hands-on experiences and tend to visit state parks, museums, historic trails and nature areas.

B) *Leisure Travelers:* Adults 35+. They have a household income of \$60,000+ and travel

with or without their children in the summer months; participate in shopping, attending social/family events, outdoor activities, rural sightseeing and visiting historic places and museums.

C) *Adventure Travelers*: Adults 30+ years of age, traveling with or without children. They have a household income of \$60,000+. They enjoy and participate in outdoor activities such as fishing, hiking/backpacking, camping, water recreation, skiing, and snowmobiling.

D) *Business Travelers/ Meeting & Convention Planners*: Business travelers often include leisure activities during at least one of their trips and many take family or friends on those trips. Meeting and Convention planners who seek to book small to medium sized conventions and meetings in an area offering unique Western Hospitality with a variety of local historical, cultural and recreational activities.

E) *Film and Video Producers and Photographers*: who are looking for unique locations within the state of Montana to produce commercial, industrial and educational projects.

#### **Marketing & Advertising Mediums Planned:**

*To reach Travelers Visiting Family and Friends, Leisure Travelers and Adventure Travelers.*

- 1) Warm Season Magazine Campaign: Continue warm season consumer magazine advertising of our recreational, historical and cultural attractions in regional and national publications. This includes placing a full-page ad in Gold West's Travel Planner.
- 2) Website Refresh: Update our existing Web site to offer our visitors the most up-to-date information on recreational, historical and cultural opportunities. As well as on-going events, available lodging and meeting facilities, on-line newsletter and on-going public relations efforts from the CVB's on-line press room.
- 3) Podcast: producing a 5-7 minute video podcast with an audio track and have it placed on our website. This is an opportunity for our potential visitors to gain a greater picture of all that the Helena area has to offer.
- 4) Permission Email Campaign: Use of a permission email network, targeting specific travel related categories and potential visitors.
- 5) Web Based Media/Search Terms Advertising Campaign: The Helena CVB will develop an Internet advertising campaign to reach our target audience during the warm season vacation-planning period on a direct, interactive level. We will primarily place listings on search engines, and will buy certain search words of interest to our target demographic to increase the likelihood of the user clicking through to our site.

6) Press Release/Pitch Letter Campaign: Develop, produce and coordinate a press release/pitch letter campaign. The objective of this campaign is to gain feature articles in regional and national publications about our recreational, historical and cultural attractions and events.

***To reach Business Travelers/ Meeting and Convention Planners***

We will keep our Website current offering valuable information to meeting and convention planners on accommodations, attractions and activities. We will respond to inquiries regarding meetings and conventions in a timely fashion providing detailed information based on the needs of the meeting or convention planner.

***To reach Film and Video Producers and Photographers***

We will participate in Travel Montana's film location brochure to market Helena to the film industry.

**Identify projects and amounts you would eliminate or reduce if revenue decreased by 10%**

- Administration would be decreased
- Reduction in opportunity marketing
- Reduction in Internet advertising
- Reduction in media placement

**If you choose to reserve funds for future years, please identify purpose, anticipated project budget and amount of funds to be reserved this year.**

None.

**HELENA CVB**  
**FY2008/2009 - ANNUAL BUDGET OVERVIEW**

<b>PROJECT DESCRIPTION/CATEGORY</b>	<b>FY08/09 BUDGET</b>	
<b><u>Marketing Support</u></b>		
Administration (up to 20%)	\$17,165.00 (based on \$85,824.)	
Opportunity Marketing (up to 10%)	2,400.00	
Joint Ventures	100.00	
TAC Meetings	1,000.00	
Marketing Plan Development FY09/10	2,500.00	
Smith Travel Research	1,900.00	
<b>TOTAL</b>		<b>\$25,065.00</b>
<b><u>Consumer Advertising</u></b>		
Warm Season Magazine Media	\$27,500.00	
Magazine Ad Production	3,000.00	
Film Office Location Brochure	2,000.00	
Gold West Travel Planner	2,200.00	
Gold West Planner Ad Production	2,000.00	
<b>TOTAL</b>		<b>\$36,700.00</b>
<b><u>Internet Advertising</u></b>		
Web Site Refresh	\$ 4,000.00	
Podcast	4,500.00	
HTML Permission Email Campaign	2,500.00	
HTML Permission Email Production	1,000.00	
Web Based Media/Search Terms	2,500.00	
Web Based Media/Search Terms Production	1,000.00	
<b>TOTAL</b>		<b>\$15,500.00</b>
<b><u>Publicity</u></b>		
Photo Library	2,000.00	
Press Release/Pitch Letter Campaign	3,000.00	
Public Relations Opportunities	100.00	
<b>TOTAL</b>		<b>\$5,100.00</b>
<b><u>Telemarketing/Fulfillment</u></b>		
Postage	3,500.00	
<b>TOTAL</b>		<b>\$3,500.00</b>
<b>PROJECTED BUDGET</b>		<b>\$85,865.00</b>

*Note: Budget based on revenue projection of \$85,824.*

**Approval Requested**☒ **Final**☐ **Preliminary**

**ORGANIZATION NAME:** Helena Convention Visitors Bureau  
**APPLICATION COMPLETED BY:** Mike Mergenthaler  
**PROJECT NAME:** Development of the Marketing Plan 2009/2010

*Please explain the need for this project as well as a clear overview of the concept of the project.*

The Helena Convention Visitors Bureau annually revisits its marketing position and works to develop a strong, focused marketing plan each year. This project encompasses the marketing support provided by Wendt in the form of preparation for, and facilitation of, a marketing planning session, and the subsequent development and writing of the FY09/10 Marketing Plan for submission to the Tourism Advisory Council. We will evaluate this project based on feedback from the Tourism Advisory Council.

*Develop Objectives:*

Our objective is to develop a cohesive, effective marketing plan that will be approved by the Tourism Advisory Council. Our plan will increase arrivals, length of stay and expenditures of Helena visitors by raising the overall level of awareness of Helena's historic, cultural and recreational attractions and activities.

*Identify the portions of your marketing plan which support this project.*

All areas of the marketing plan support this project.

**Does this project support the Strategic Plan? Yes**

***This project supports the following Strategic Plan Goals:***

**Goal 1:** Increase four-season tourism revenues statewide through effective marketing and promotions, focusing on high-value, low impact visitors.

**Goal 4:** Enhance and preserve Montana's culture and history (historic sites, museums, art, music, etc.)

**Goal 9:** Increase funding to maintain sustainable tourism and recreation.

**Goal 10:** Build an effective "team" to implement the Strategic Plan and report results.

***This project supports the following Strategic Plan Actions to Achieve Goals:***

*1.1 Implement highly targeted consumer advertising/promotion campaigns*

*1.1.a Expand partnerships with tourism business/attractions as co-op partners*

*1.1e Enhance tracking/reporting and ROI from CVB advertising*

*1.2 Promote Montana to target groups/events, emphasizing off-peak season activities*

*1.2 d Target travel media to increase visibility to Montana as a leisure travel destination*

*4.1 Promote existing historic/cultural assets for the enjoyment of residents and visitors*

*9.3 Enhance funding for region and CVB marketing efforts*

*10.1 Recognize Travel Montana as "team captain" to communicate/coordinate regularly with partners.*

*10.2 Create public/private/tribal partnerships for cooperative project implementation*

**Detail pages attached: Yes**

**Budget: Attached**

**PROJECT BUDGET:**

**DEVELOPMENT OF THE FY09/10 MARKETING PLAN**

<b>PROJECT COSTS</b>	<b>LODGING TAX</b>	<b>OTHER FUNDS</b>	<b>TOTAL</b>
<hr/>			
<b>Professional Services:</b>			
Strategic Planning	\$2,500.00		\$2,500.00
<b>Project Total:</b>			<b>\$2,500.00</b>

**ORGANIZATION NAME:** Helena Convention Visitors Bureau  
**APPLICATION COMPLETED BY:** Mike Mergenthaler  
**PROJECT NAME:** Smith Travel Research

**Approval Requested**

☒ **Final**

☐ **Preliminary**

*Need for the project:*

Smith Travel Research produces a monthly "Star Report." This report is the hotel industry standard of benchmarking and provides useful data such as occupancy, demand, revpar and supply. With this report will be able to see fluctuations in occupancy and demand and we will be able to see what months and seasons the CVB may need to market differently. This research will not only provide us with a benchmark for success in our sales efforts, but will be a destination management tool as we look at the quantity of rooms and evaluate our occupancies in our high, low and shoulder seasons.

Effectiveness of this project will be seen as we track trends in occupancy and revenue collected by local hotels and we will be able to see what impact if any we are making with our advertising dollars. This information will be distributed to the hotel/motel association and other entities interested in this information.

*Develop Objectives:*

Conduct research annually to measure results of advertising and web marketing, and improvements in ROI. Clearly define marketing strategies, funding needed annually and methods for measuring ROI.

*Identify the portions of your marketing plan which support this project.*

Increase arrivals, length of stay and expenditures of Helena visitors by raising their overall level of awareness of Helena's historical, cultural and recreational attractions and activities.

**Does this project support the Strategic Plan? Yes**

***This project supports the following Strategic Plan Goals:***

**Goal 1:** Increase four-season tourism revenues statewide through effective marketing and promotions, focusing on high-value, low impact visitors.

**Goal 10:** Build an effective "team" to implement the Strategic Plan and report results.

***This project supports the following Strategic Plan Actions to Achieve Goals:***

1.1e Enhance tracking/reporting and ROI from CVB advertising

10.1 Recognize Travel Montana as "team captain" to communication/coordinate regularly with partners.

**Detail pages attached: Yes**

**Budget: Attached**

**PROJECT BUDGET:**

**SMITH TRAVEL RESEARCH**

<b>PROJECT COSTS</b>	<b>LODGING TAX</b>	<b>OTHER FUNDS</b>	<b>TOTAL</b>
<hr/>			
<b>Professional Services:</b>			
Smith Travel Research	\$1,900.00		\$1,900.00
<b>Project Total</b>			<b>\$1,900.00</b>

**ORGANIZATION NAME:** Helena Convention Visitors Bureau  
**APPLICATION COMPLETED BY:** Mike Mergenthaler  
**PROJECT NAME:** Warm Season Magazine Media Placement  
and Production

**Approval Requested**

☒ **Final - Prod**

☒ **Prelim-Plcement**

*Please explain the need for this project as well as a clear overview of the concept of the project.*

As a primary component of the FY08/09 marketing plan, the Helena CVB will continue magazine ad placement as a method of producing inquiries from potential vacation travelers. Placement will be targeted to magazines that have a proven track record with the Helena CVB and fit within our geographic and demographic targets. Timing of the advertising placement and specific magazines used will be determined after July 1, 2008, and submitted to the Tourism Advisory Council for final approval.

The ad placed will be a 1/6 page, 4-color or black and white ad. In some cases slide and copy will be provided. Effectiveness of this project will be measured by tracking inquiries generated by each magazine and by calculating the cost per inquiry. The Helena CVB will respond to inquiries with the Helena Travel Planner produced with private sector dollars.

*Develop Objectives:*

Our objective is to maintain or increase the number of advertising inquiries received in the FY07/08 campaign. Leverage \$4 million in annual Travel Montana advertising expenditures into \$10+ million in media value. Increase the number of user sessions by 25% per year on Travel Montana and the Helena CVB websites.

*Identify the portions of your marketing plan which support the project.*

Increase arrivals, length of stay and expenditures of Helena visitors by raising their overall level of awareness of Helena's historic, cultural and recreational attractions and activities. Increase awareness of the convenient geographical location of Helena as it relates to Glacier and Yellowstone Parks thus encouraging visitors to the parks to take advantage of Helena as a travel destination.

**Does this project support the Strategic Plan? Yes**

*This project supports the following Strategic Plan Goals:*

**Goal 1:** Increase four-season tourism revenues statewide through effective marketing and promotions, focusing on high-value, low impact visitors.

**Goal 9:** Increase funding to maintain sustainable tourism and recreation.

*This project supports the following Strategic Plan Actions to Achieve Goals:*

1.1 Implement highly targeted consumer advertising/promotion campaigns

1.1e Enhance tracking/reporting and ROI from CVB advertising

9.3 Enhance funding for region and CVB marketing efforts

**Detail pages attached: Yes**

**Budget: Attached**

**PROJECT BUDGET:**

**WARM SEASON MAGAZINE MEDIA PLACEMENT & PRODUCTION**

<b>PROJECT COSTS</b>	<b>LODGING TAX</b>	<b>OTHER FUNDS</b>	<b>TOTAL</b>
<hr/>			
<b>Marketing/Advertising</b>			
Account Management	\$ 500.00		\$ 500.00
Concept	\$ 350.00		\$ 350.00
Copywriting/editing/proofing	\$ 500.00		\$ 500.00
Layout/design/art production	\$ 1,200.00		\$ 1,200.00
Film/separations/output	\$ 200.00		\$ 200.00
Freight/phone/fax	\$ 50.00		\$ 50.00
Production planning/supervision	\$ 200.00		\$ 200.00
Media Placement	\$27,500.00		\$27,500.00
<b>Project Total</b>	<b>\$30,500.00</b>		<b>\$30,500.00</b>

**ORGANIZATION NAME:** Helena Convention Visitors Bureau  
**APPLICATION COMPLETED BY:** Mike Mergenthaler  
**PROJECT NAME:** Film Office Location Brochure

**Approval Requested**

☒ **Final**

☐ **Preliminary**

*Please explain the need for this project as well as a clear overview of the concept of the project.*

The Helena Convention Visitors Bureau will participate in the Montana Film Office's film location brochure. This is an opportunity for Helena to co-op with Travel Montana and other regions and CVBs by placing photography and text within this brochure. The brochure will be a 20 page, 4-color glossy piece highlighting the state and targeting the film industry. This piece will be distributed by the Film Office to qualified producers with an interest in filming in Montana, as well as at trade shows and film festivals.

*Develop Objectives:*

This fits our goal of seeking appropriate marketing opportunities and partnerships with other tourism organizations, events and activities. We are helping leverage the \$4 million in annual Travel Montana advertising expenditures into \$10+ million in media value.

*Identify the portions of your marketing plan which support this project.*

This is an opportunity to market the Helena area to film and video producers and photographers.

**Does this project support the Strategic Plan? Yes**

***This project supports the following Strategic Plan Goals:***

**Goal 1:** Increase four-season tourism revenues statewide through effective marketing and promotions, focusing on high-value, low impact visitors.

**Goal 9:** Increase funding to maintain sustainable tourism and recreation.

**Goal 10:** Build an effective "team" to implement the Strategic Plan and report results.

***This project supports the following Strategic Plan Actions to Achieve Goals:***

*1.1 Implement highly targeted consumer advertising/promotion campaigns*

*1.1.a Expand partnerships with tourism business/attractions as co-op partners*

*1.2 Promote Montana to target groups/events, emphasizing off-peak season activities*

*9.3 Enhance funding for region and CVB marketing efforts*

*10.1 Recognize Travel Montana as "team captain" to communication/coordinate regularly with partners.*

*10.2 Create public/private/tribal partnerships for cooperative project implementation*

**Detail pages attached: Yes**

**Budget: Attached**

**PROJECT BUDGET:**

**FILM OFFICE LOCATION BROCHURE**

<b>PROJECT COSTS</b>	<b>LODGING TAX</b>	<b>OTHER FUNDS</b>	<b>TOTAL</b>
<hr/>			
<b>Marketing/Advertising:</b>			
Account Management	\$1,000.00		\$1,000.00
Media Placement	\$1,000.00		\$1,000.00
<b>Project Total:</b>	<b>\$2,000.00</b>		<b>\$2,000.00</b>

**ORGANIZATION NAME:** Helena Convention Visitor Bureau  
**APPLICATION COMPLETED BY:** Mike Mergenthaler  
**PROJECT NAME:** Gold West Travel Planner Ad Placement  
& Production

**Approval Requested**

☒ **Final**

☐ **Preliminary**

*Please explain the need for this project as well as a clear overview of the concept of the project.*

The Helena CVB will place a four-color full-page ad in the Gold West Travel Planner. As one of the largest cities in Gold West Country and as the Capital city of Montana, it is important that we have an advertising presence in this travel planner. This publication will continue to bring the Helena CVB together with travel consumers who are interested in the Gold West tourism region. The Helena CVB will produce a new 4-color ad for the Gold West Travel Planner in FY08/09. The Helena CVB will respond to inquiries with the Helena Travel Planner. We will evaluate the success of this project by monitoring the number of Gold West Travel Planners dispersed and tracking inquiries generated by Helena's ad within the planner.

*Develop Objectives:*

Our objective is to maintain or increase the number of advertising inquiries received in the FY07/08 campaign. Increase the number of user sessions by 25% per year on Travel Montana and Helena CVB websites.

*Identify the portions of your marketing plan which support this project.*

Increase arrivals, length of stay and expenditures of Helena visitors by raising their overall level of awareness of Helena's attractions and activities. Seek appropriate marketing opportunities and partnerships with other tourism organizations, events and activities. This includes supporting Helena's branding efforts. Increase awareness of the convenient geographical location of Helena as it relates to Glacier and Yellowstone Parks thus encouraging visitors to the parks to take advantage of Helena as a travel destination.

**Does this project support the Strategic Plan? Yes**

***This project supports the following Strategic Plan Goals:***

**Goal 1:** Increase four-season tourism revenues statewide through effective marketing and promotions, focusing on high-value, low impact visitors.

**Goal 9:** Increase funding to maintain sustainable tourism and recreation.

**Goal 10:** Build and effective "team" to implement the Strategic Plan and report results.

***This project supports the following Strategic Plan Actions to Achieve Goals:***

1.1 Implement highly targeted consumer advertising/promotion campaigns

1.1e Enhance tracking/reporting and ROI from CVB advertising

9.3 Enhance funding for region and CVB marketing efforts

10.2 Create public/private/tribal partnerships for cooperative project implementation

**Detail pages attached: Yes**

**Budget: Attached**

**PROJECT BUDGET:**

**GOLD WEST TRAVEL PLANNER AD PLACEMENT & PRODUCTION**

<b>PROJECT COSTS</b>	<b>LODGING TAX</b>	<b>OTHER FUNDS</b>	<b>TOTAL</b>
<hr/>			
<b>Marketing/Advertising</b>			
Account Management	\$ 300.00		\$ 100.00
Copywriting/editing/proofing	\$ 300.00		\$ 300.00
Layout/design/art production	\$ 1,100.00		\$ 1,100.00
Film/separations/output	\$ 150.00		\$ 150.00
Freight/phone/fax	\$ 50.00		\$ 50.00
Production planning/supervision	\$ 100.00		\$ 100.00
Media Placement	\$ 2,200.00		\$ 2,200.00
<b>Project Total</b>	<b>\$ 4,200.00</b>		<b>\$ 4,200.00</b>

**ORGANIZATION NAME:** Helena Convention Visitors Bureau  
**APPLICATION COMPLETED BY:** Mike Mergenthaler  
**PROJECT NAME:** Website Refresh

**Approval Requested**

**X** **Final**

       **Preliminary**

*Please explain the need for this project as well as a clear overview of the concept of the project.*

Helena CVB will refresh our Web site with new copy and content including accommodations, activities, attractions and events. As the Web is used more and more by travelers, we need to keep information current and timely. We will also update the on-line press room offering potential writers/editors an opportunity to review and access current press releases and story pitches plus area photography. Evaluation of this project will be done by monitoring the number of visits to our site with Webtrends, tracking visitor guide requests, noting feedback received in the "comments" line of our site guest book and tracking our e-newsletter sign-ups.

*Develop Objectives:*

Our objective is to drive potential visitors to the Helena CVB website, therefore increasing the number of user sessions by 25% on both the CVB's site as well as Travel Montana's site. This tool is also important within our marketing plan to accommodate our business travelers/ meeting and convention planners by offering valuable information on accommodations, attractions and activities.

*Identify the portions of your marketing plan which support this project.*

Increase arrivals, length of stay and expenditures of current Helena visitors by raising their overall level of awareness of Helena's historic, cultural and recreational attractions and activities. Seek appropriate marketing opportunities and partnerships with other tourism organizations, events and activities. This includes supporting Helena's branding efforts. Increase awareness of the convenient geographical location of Helena as it relates to Glacier and Yellowstone Parks thus encouraging visitors to the parks to take advantage of Helena as a travel destination. Increase awareness in Helena's historic, cultural and recreational attractions among business travelers and convention and meeting planners helping them view Helena as a "see and do" destination.

**Does this project support the Strategic Plan? Yes**

*This project supports the following Strategic Plan Goals:*

**Goal 1:** Increase four-season tourism revenues statewide through effective marketing and promotions, focusing on high-value, low impact visitors.

**Goal 4:** Enhance and preserve Montana's culture and history (historic sites, museums, art, music, etc.)

**Goal 9:** Increase funding to maintain sustainable tourism and recreation.

**Goal 10:** Build an effective "team" to implement the Strategic Plan and report results.

*This project supports the following Strategic Plan Actions to Achieve Goals:*

1.1.a Expand partnerships with tourism business/attractions as co-op partners

1.1e Enhance tracking/reporting and ROI from CVB advertising

1.2 Promote Montana to target groups/events, emphasizing off-peak season activities

1.2 d Target travel media to increase visibility to Montana as a leisure travel destination

4.1 Promote existing historic/cultural assets for the enjoyment of residents and visitors

9.3 Enhance funding for region and CVB marketing efforts

10.2 Create public/private/tribal partnerships for cooperative project implementation

**Detail pages attached: Yes**

**Budget: Attached**

**PROJECT BUDGET:**

**WEBSITE REFRESH**

<b>PROJECT COSTS</b>	<b>LODGING TAX</b>	<b>OTHER FUNDS</b>	<b>TOTAL</b>
<hr/>			
<b>Marketing/Advertising</b>			
Account Management	\$ 500.00		\$ 500.00
Production Planning/Supervision	\$ 100.00		\$ 100.00
Copywriting/Editing/Proofing	\$ 2,000.00		\$2,000.00
Site Design/Production	\$ 1,400.00		\$1,400.00
<b>Project Total</b>	<b>\$ 4,000.00</b>		<b>\$4,000.00</b>

**Approval Requested**☒ **Final**☐ **Preliminary**

**ORGANIZATION NAME:** Helena Convention Visitors Bureau  
**APPLICATION COMPLETED BY:** Mike Mergenthaler  
**PROJECT NAME:** Internet Advertising - Podcast

*Please explain the need for this project as well as a clear overview of the concept of the project.*

The Helena Convention Visitors Bureau will produce a 5 – 7 minute video podcast with a music track and place it on our website. We will use existing footage and stills from our photo library for the podcast. Our goal is to entice online visitors to plan to visit the Helena area. We will measure effectiveness of this project by tracking the number of podcast downloads from the Helena CVB website and also count the number of subscribers to the podcast.

*Develop Objectives:*

Our objective is to drive potential visitors to the Helena CVB website, therefore increasing the number of user sessions by 25% on both the CVB's site as well as Travel Montana's site.

This tool is also important within our marketing plan to accommodate our business travelers/meeting and convention planners by offering valuable information on accommodations, attractions and activities.

*Identify the portions of your marketing plan which support this project.*

Increase arrivals, length of stay and expenditures of current Helena visitors by raising their overall level of awareness of Helena's historic, cultural and recreational attractions and activities. Seek appropriate marketing opportunities and partnerships with other tourism organizations, events and activities. This includes supporting Helena's branding efforts. Increase awareness of the convenient geographical location of Helena as it relates to Glacier and Yellowstone Parks thus encouraging visitors to the parks to take advantage of Helena as a travel destination. Increase awareness in Helena's historic, cultural and recreational attractions among business travelers and convention and meeting planners helping them view Helena as a "see and do" destination.

**Does this project support the Strategic Plan? Yes**

***This project supports the following Strategic Plan Goals:***

**Goal 1:** Increase four-season tourism revenues statewide through effective marketing and promotions, focusing on high-value, low impact visitors.

**Goal 4:** Enhance and preserve Montana's culture and history (historic sites, museums, art, music, etc.)

**Goal 9:** Increase funding to maintain sustainable tourism and recreation.

**Goal 10:** Build an effective "team" to implement the Strategic Plan and report results.

***This project supports the following Strategic Plan Actions to Achieve Goals:***

1.1.a Expand partnerships with tourism business/attractions as co-op partners

1.1e Enhance tracking/reporting and ROI from CVB advertising

1.2 Promote Montana to target groups/events, emphasizing off-peak season activities

1.2 d Target travel media to increase visibility to Montana as a leisure travel destination

4.1 Promote existing historic/cultural assets for the enjoyment of residents and visitors

9.3 Enhance funding for region and CVB marketing efforts

10.2 Create public/private/tribal partnerships for cooperative project implementation

**Detail pages attached: Yes**

**Budget: Attached**

**PROJECT BUDGET:**

**INTERNET ADVERTISING - PODCAST**

<b>PROJECT COSTS</b>	<b>LODGING TAX</b>	<b>OTHER FUNDS</b>	<b>TOTAL</b>
<hr/>			
<b>Professional Services:</b>			
Account Management	\$250.00		\$250.00
Production Planning/Supervision	\$1,900.00		\$1,900.00
Video Production/Editing	\$2,350.00		\$2,350.00
<b>Project Total:</b>	<b>\$4,500.00</b>		<b>\$4,500.00</b>

**ORGANIZATION NAME:** Helena Convention Visitors Bureau  
**APPLICATION COMPLETED BY:** Mike Mergenthaler  
**PROJECT NAME:** HTML Permission Email Campaign

**Approval Requested**

  X   **Final**

       **Preliminary**

*Please explain the need for this project as well as a clear overview of the concept of the project.*

Helena CVB will research and develop a targeted permission email campaign using an email network. This campaign will bring the Helena CVB together with travel consumers who have given permission to receive promotional messages targeted to their personal interests. The Helena CVB will send a highly targeted message to a select group of 12,500 potential consumers or members of an email network. We will be using YesMail's marketing partners program. Our target list of names will come from the lists of United Airlines, Delta Airlines, Northwest Airlines, Hertz and Hilton properties. The FY07/08 permission email campaign is still in progress. Success will be reported in early summer 2008. Evaluation of this project will be easily tracked by determining how many members of this network visited Helena's website, how quickly they visited after receiving the message and finally the cost of getting each member to visit. YesMail will provide this tracking information.

*Develop Objectives:*

Our objective is to drive potential visitors to the Helena CVB website, therefore increasing the number of user sessions by 25% on both the CVB's site as well as Travel Montana's site.

*Identify the portions of your marketing plan which support this project:*

Increase arrivals, length of stay and expenditures of current Helena visitors by raising their overall level of awareness of Helena's historic, cultural and recreational attractions and activities. Seek appropriate marketing opportunities and partnerships with other tourism organizations, events and activities. This includes supporting Helena's branding efforts. Increase awareness of the convenient geographical location of Helena as it relates to Glacier and Yellowstone Parks thus encouraging visitors to the parks to take advantage of Helena as a travel destination.

**Does this project support the Strategic Plan? Yes**

*This project supports the following Strategic Plan Goals:*

**Goal 1:** Increase four-season tourism revenues statewide through effective marketing and promotions, focusing on high-value, low impact visitors.

**Goal 4:** Enhance and preserve Montana's culture and history (historic sites, museums, art, music, etc.)

**Goal 9:** Increase funding to maintain sustainable tourism and recreation.

**Goal 10:** Build an effective "team" to implement the Strategic Plan and report results.

*This project supports the following Strategic Plan Actions to Achieve Goals:*

1.1.a Expand partnerships with tourism business/attractions as co-op partners

1.1e Enhance tracking/reporting and ROI from CVB advertising

1.2 Promote Montana to target groups/events, emphasizing off-peak season activities

1.2 d Target travel media to increase visibility to Montana as a leisure travel destination

4.1 Promote existing historic/cultural assets for the enjoyment of residents and visitors

9.3 Enhance funding for region and CVB marketing efforts

10.2 Create public/private/tribal partnerships for cooperative project implementation

**Detail pages attached: Yes**

**Budget: Attached**

**PROJECT BUDGET:**

**INTERNET ADVERTISING: PERMISSION EMAIL CAMPAIGN**

<b>PROJECT COSTS</b>	<b>LODGING TAX</b>	<b>OTHER FUNDS</b>	<b>TOTAL</b>
<hr/>			
<b>Professional Services</b>			
Account Management	\$ 100.00		\$ 100.00
Copywriting/Editing/Proofing	\$ 500.00		\$ 500.00
HTML design/production	\$ 400.00		\$ 400.00
<b>Other:</b>			
Expense: Direct Email List	\$2,500.00		\$2,500.00
<b>Project Total</b>	<b>\$3,500.00</b>		<b>\$3,500.00</b>

**Approval Requested**☒ **Final**☐ **Preliminary****ORGANIZATION NAME:** Helena CVB**PROJECT NAME:** Web Based Media/Search Terms Advertising Campaign**APPLICATION COMPLETED BY:** Mike Mergenthaler

*Please explain the need for this project as well as a clear overview of the concept of the project.*

The Helena CVB will develop a Web based media and search terms advertising campaign to reach our target audience during the warm season vacation-planning period on a direct, interactive level. We will primarily place listings on search engines, and will buy certain search words of interest to our target demographic to increase the likelihood of the user clicking through to our site. The FY07/08 Web based media/search term campaign is in progress. Success will be reported in early summer 2008. We will begin media planning in early 2009.

*Develop Objectives*

Our objective is to drive potential visitors to the Helena CVB website, therefore increasing the number of user sessions by 25% on both the CVB's site as well as Travel Montana's site. The number of click-throughs we receive from the search engines to the Helena CVB's web site will measure the effectiveness of this project. The web site will also be monitored for increased activity during the timeframe of the project.

*Identify the portions of your marketing plan that support this project.*

Increase arrivals, length of stay and expenditures of current Helena visitors by raising their overall level of awareness of Helena's historic, cultural and recreational attractions and activities. Seek appropriate marketing opportunities and partnerships with other tourism organizations, events and activities. This includes supporting Helena's branding efforts. Increase awareness of the convenient geographical location of Helena as it relates to Glacier and Yellowstone Parks thus encouraging visitors to the parks to take advantage of Helena as a travel destination.

**Does this project support the Strategic Plan? Yes**

*This project supports the following Strategic Plan Goals:*

**Goal 1:** Increase four-season tourism revenues statewide through effective marketing and promotions, focusing on high-value, low impact visitors.

**Goal 9:** Increase funding to maintain sustainable tourism and recreation.

**Goal 10:** Build an effective "team" to implement the Strategic Plan and report results.

*This project supports the following Strategic Plan Actions to Achieve Goals:*

1.1.a Expand partnerships with tourism business/attractions as co-op partners

1.1e Enhance tracking/reporting and ROI from CVB advertising

1.2 Promote Montana to target groups/events, emphasizing off-peak season activities

1.2 d Target travel media to increase visibility to Montana as a leisure travel destination

9.3 Enhance funding for region and CVB marketing efforts

10.2 Create public/private/tribal partnerships for cooperative project implementation

**Detail pages attached: Yes**

**Budget: Attached**

**PROJECT BUDGET:****WEB BASED MEDIA AND SEARCH TERM ADVERTISING CAMPAIGN**

<b>PROJECT COSTS</b>	<b>TOURISM FUNDS</b>	<b>OTHER FUNDS</b>	<b>TOTAL</b>
<hr/>			
<b>Professional Services</b>			
Account Management	\$ 500.00		\$ 500.00
Copywriting	\$ 200.00		\$ 200.00
Production Planning/Supervision	\$ 300.00		\$ 300.00
<b>Marketing/Advertising</b>			
Media Placement	\$2,500.00		\$2,500.00
<b>Project Total</b>	<b>\$3,500.00</b>		<b>\$3,500.00</b>

**ORGANIZATION NAME:** Helena Convention Visitor Bureau  
**APPLICATION COMPLETED BY:** Mike Mergenthaler  
**PROJECT NAME:** Publicity - Photo Library

**Approval Requested**

  X   **Final**

       **Preliminary**

*Please explain the need for this project as well as a clear overview of the concept of the project.*

The Helena CVB will develop a comprehensive list of photography that is needed for marketing and public relations efforts and hire professional photography services to acquire the list of photographs. The CVB recognizes the availability of Travel Montana photography as well as the availability of area photography. It is felt that those resources are sometimes overused and in some cases cost prohibitive. The CVB wishes to add to the development of their own digital library to be used in current and future publicity, marketing and website efforts. Evaluation of this campaign will be done by tracking usage of the photography for public relations, marketing and Website efforts by the CVB.

*Develop Objectives:*

This project will give the Helena CVB access to their own custom photography for marketing, advertising and Internet communications. Our objective is to drive potential visitors to the Helena CVB website, therefore increasing the number of user sessions by 25% on both the CVB's site as well as Travel Montana's site. Statewide, generate publicity about Montana destinations worth an advertising equivalency of \$14 million annually.

*Identify the portions of your marketing plan which support this project:*

Increase arrivals, length of stay and expenditures of Helena visitors by raising their overall level of awareness of Helena's attractions and activities.

**Does this project support the Strategic Plan? Yes**

*This project supports the following Strategic Plan Goals:*

**Goal 1:** Increase four-season tourism revenues statewide through effective marketing and promotions, focusing on high-value, low impact visitors.

**Goal 9:** Increase funding to maintain sustainable tourism and recreation.

*This project supports the following Strategic Plan Actions to Achieve Goals:*

1.2 d Target travel media to increase visibility to Montana as a leisure travel destination

9.3 Enhance funding for region and CVB marketing efforts

**Detail pages attached: Yes**

**Budget: Attached**

**PROJECT BUDGET:**

**PUBLICITY – PHOTO LIBRARY**

<b>PROJECT COSTS</b>	<b>LODGING TAX</b>	<b>OTHER FUNDS</b>	<b>TOTAL</b>
<hr/>			
<b>Professional Services:</b>			
Professional Photography	\$2,000.00		\$2,000.00
<b>Project Total</b>	<b>\$2,000.00</b>		<b>\$2,000.00</b>

**Approval Requested**☒ **Final**☐ **Preliminary**

**ORGANIZATION NAME:** Helena Convention Visitors Bureau  
**APPLICATION COMPLETED BY:** Mike Mergenthaler  
**PROJECT NAME:** Press Release/Pitch Letter Campaign

*Please explain the need for this project as well as a clear overview of the concept of the project.*

The Helena CVB will develop a comprehensive publicity campaign targeting publications featuring editorial relevant to our area attractions and activities of interest to our target audiences. This project includes the development of a storyline for the releases and a list of fifty priority and secondary publications. All research, writing, pitching, follow-up, tracking and reporting are included in this project. Evaluation of this campaign will be done by tracking editorial produced by writers and editors that are targeted to receive our pitch letters and press releases.

*Develop Objectives:*

Statewide, generate publicity about Montana destinations worth an advertising equivalency of \$14 million annually.

*Identify the portions of your marketing plan which support this project.*

Increase arrivals, length of stay and expenditures of Helena visitors by raising their overall level of awareness of Helena's historical, cultural and recreational attractions and activities. Increase awareness of the convenient geographical location of Helena as it relates to Glacier and Yellowstone Parks thus encouraging visitors to the parks to take advantage of Helena as a travel destination.

**Does this project support the Strategic Plan? Yes**

*This project supports the following Strategic Plan Goals:*

**Goal 1:** Increase four-season tourism revenues statewide through effective marketing and promotions, focusing on high-value, low impact visitors.

**Goal 4:** Enhance and preserve Montana's culture and history (historic sites, museums, art, music, etc.)

**Goal 9:** Increase funding to maintain sustainable tourism and recreation.

*This project supports the following Strategic Plan Actions to Achieve Goals:*

1.1 Implement highly targeted consumer advertising/promotion campaigns

1.1.a Expand partnerships with tourism business/attractions as co-op partners

1.1e Enhance tracking/reporting and ROI from CVB advertising

1.2 Promote Montana to target groups/events, emphasizing off-peak season activities

1.2 d Target travel media to increase visibility to Montana as a leisure travel destination

4.1 Promote existing historic/cultural assets for the enjoyment of residents and visitors

9.3 Enhance funding for region and CVB marketing efforts

**Detail pages attached: Yes**

**Budget: Attached**

**PROJECT BUDGET:**

**PRESS RELEASE/PITCH LETTER CAMPAIGN**

<b>PROJECT COSTS</b>	<b>LODGING TAX</b>	<b>OTHER FUNDS</b>	<b>TOTAL</b>
<hr/>			
<b>Professional Services:</b>			
Staff research, writing, tracking			
Follow-up and reporting	\$2,800.00		\$2,800.00
<b>Miscellaneous Expenses:</b>			
Copies, postage,			
long distance phone calls			
and photo duplication.	\$200.00		\$200.00
<b>Project Total</b>	<b>\$3,000.00</b>		<b>\$3,000.00</b>

**ORGANIZATION NAME:** Helena Convention Visitors Bureau

**Approval Requested**

☐ **Final**

☒ **Preliminary**

**APPLICATION COMPLETED BY:** Mike Mergenthaler  
**PROJECT NAME:** Public Relations Opportunities

*Please explain the need for this project as well as a clear overview of the concept of the project.*

The Helena CVB would like to assign a project and budget for public relations opportunities that may occur during the FY08/09 marketing year. It is our hope that our revenue will increase and that we will be able to add to the budget and develop additional public relations projects. When additional budget and project opportunities are available, the CVB will submit details of this project to the Tourism Advisory Council for approval.

*Develop Objectives:*

Statewide, generate publicity about Montana destinations worth an advertising equivalency of \$14 million annually.

*Identify the portions of your marketing plan which support this project.*

Increase arrivals, length of stay and expenditures of Helena visitors by raising their overall level of awareness of Helena's historical, cultural and recreational attractions and activities. Increase awareness of the convenient geographical location of Helena as it relates to Glacier and Yellowstone Parks thus encouraging visitors to the parks to take advantage of Helena as a travel destination.

**Detail pages attached:** Yes

**Budget:** Attached

**PROJECT BUDGET:**

**PUBLIC RELATIONS OPPORTUNITIES**

<b>PROJECT COSTS</b>	<b>LODGING TAX</b>	<b>OTHER FUNDS</b>	<b>TOTAL</b>
<hr/>			
<b>Professional Services:</b>	\$100.00		\$100.00
<b>Project Total</b>	<b>\$100.00</b>		<b>\$100.00</b>